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KDND-FM
4th QUARTERLY ISSUES REPORT
October 1st, 2012 – December 31st, 2012
Sundays, 6:00A-6:30A

DATE	TIME	SHOW #	TOPICS
10/5/12	25:00	1212	<p>Unless you've been in a natural disaster, it's really hard to understand its true impact. Whether it's Hurricane Katrina, Colorado wildfires, the drought of 2012 or the worst storm damage in years in Ohio, the people affected deal with the aftermath long after the news crews pack up and go home.</p> <p>In New York's Catskills, it's been just over a year since Tropical Storm Irene roared up from the south. Prattsville, a farm community in Greene County, was labeled by Governor Andrew Cuomo as the hardest hit in the region. It was, basically, wiped out when the Schoharie Creek jumped its banks. A torrent that experts say was equivalent to the volume tumbling over Niagara Falls wiped out most of the main street.</p> <p>A year later, there's been some rebuilding, but I was stunned by the devastation that still remains. This week, I spoke with two women working to help rebuild Prattsville, women who say they now better understand the victims of other natural disasters.</p>
10/11/12	25:00	1213	<p>Not too long ago, scientists predicted that the ice at the arctic was melting away for good. They thought it was possible it might melt away completed by the middle of this century. That's all changed. A record ice melt this year has scientists now predicting that the summer ice could be gone in less than ten years – by 2020. What does that mean? Rising oceans and problems for coastal communities, but also bigger climate shifts without the polar ice to reflect back the sun's rays.</p>
10/18/12	25:00	1214	<p>Recent news reports have focused on the challenges faced by today's workers – there's no way to leave your job at the office anymore. It's a particular problem for women trying to balance family and work obligations. In a tough economy, can you afford to have a "no work at home" policy when your boss emails at all hours? Minda Zetlin writes a column for INC magazine. She co-authored <i>The Geek Gap: Why Business and Technology Professionals Don't Understand Each Other and Why They Need Each Other to Survive</i>. She's also president of the American Society of Journalists and Authors – so she understand the challenges faced by the growing number of freelance workers. We sat down to talk about blackberries, cell phones and down time. Up next, a growing segment of the population has a criminal record. What does that mean when you're looking for a job? Plus, indoctrination into a religious ritual for the dead.</p>
10/25/12	25:00	1215	<p>Here in New York State, hydrofracking has been a headline for a couple of years now. Whether or not it will be allowed is still being debated and studied. But in other states like Pennsylvania, Texas and North Dakota, the new technique which extracts gas from shale deep beneath the ground is well established and the impacts are clear. The industry points to the jobs created, the money paid for drilling rights, the increase in domestic fossil fuel. Critics point to wells fouled by spills and leaks at the drilling sites, overburdened services in towns suddenly swelling with out of town workers, and landscapes that have changed forever. Vera Scroggins lives in Pennsylvania. She's watched her county transform from rural to industrial...and she's a vocal witness.</p>
11/1/12	25:00	1216	<p>Women like to connect. They are communicators. And nothing has opened up the world to women with a drive to write than the blog. In just a few minutes, you can set up a page and soon you're talking with the rest of the world. Nora Ephron's last project was a film based on blogger Julie Powell's book about her attempt to make every recipe in Julia Childs' classic French cookbook. Now Luisa Weiss, better known to bloggers as The Wednesday Chef, has a book out called <i>My Berlin Kitchen</i>, the story of her</p>

51%
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4th QUARTERLY ISSUES REPORT
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			attempt to integrate her childhood in Berlin and in New York, as well as her connections to Italy. It is, of course, a love story as well as a book with recipes.
11/8/2012	25:00	1217	<p>This spring, America's nuns were reprimanded after a Vatican investigation – told they were too political, too feminist, disobedient to the bishops under whom they serve. And a bishop has been appointed to take a firmer grip on the reins. It follows the nuns' outspoken support of health care reform when the bishops came out against it. But it's been brewing ever since Vatican II reformed many of the stricter regulations for Catholic women religious. The Vatican is concerned that this revolution in the lives of American nuns will spread across the world. Emma Weatherall of the Salt Institute for Documentary Studies spoke with nuns as they waited for the Vatican's verdict.</p> <p>Let's talk politics - or politics as seen through media reporting. In the presidential campaign, did you hear many commentators discuss the president's hair? Or Mitt Romney's weight? Now think back to the 2008 campaign. With Hillary Clinton and Sarah Palin in the race, it was all about clothes, style, who was hot and who was not. Kim Gandy, Vice President at the Feminist Majority Foundation and former president of NOW – the National Organization for Women, spoke with me about that glaring difference, and how she became a feminist.</p>
11/15/2012	25:00	1218	REPEAT OF #1192
11/22/2012	25:00	1219	<p>Climate change was a topic notably absent from the recent presidential campaign – until a storm named Sandy hit the East Coast. Then New York's Governor Andrew Cuomo called extreme weather "the new normal" and called for action on climate change. And New York City Mayor Michael Bloomberg endorsed President Obama for re-election, saying he was best equipped to handle the issue of climate change. The topic has taken center stage.</p> <p>24 Hours of Reality – the Dirty Weather Report, was a 24 hour live streaming global weather reported sponsored by the Climate Reality Project. Starting in New York City on Nov 14th, experts and residents from all over the globe weighed in on weather changes they've noticed in the past year. Maggie Fox is president and CEO of the Climate Reality Project, which was founded by former Vice President Al Gore.</p> <p>Barack Obama broke new political ground as the first black president of the United States. Hillary Clinton was hailed as the first woman to be a real contender for the job. Many have forgotten that Shirley Chisholm made a serious try for the White House in 1972 – the first Democratic woman and the first major party black candidate. Declaring herself "unbossed and unbought," she took on the political establishment as the candidate of "all the people." This is part of RadioDiaries series "Contenders" – profiling some of America's most original presidential candidates.</p> <p>During the presidential campaign, sweeping generalities about the 99%, the 1%, or the 47% tended to gloss over the real stories of the recession's impact. Budget cuts affect real people. Stephanie and James worked together at the University of Illinois at Chicago before they both found out that they were going to be fired.</p>
11/29/2012	25:00	1220	<p>November's Atlantic Magazine has an article on Freelancer's Union founder Sara Horowitz...and it describes freelancers as the fastest growing segment of the economy. Whether they're writers, programmers, sound engineers or designers, there's a growing group of workers who don't have bosses – they have clients. The rebuilding from Hurricane Sandy will be going on for months – maybe years. The sheer size of the storm has reopened conversations about climate change, and has many of us rethinking our</p>

51%
KDND-FM
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12/6/2012	25:00	1221	<p>According to a 2008 study, there are over four hundred dead zones in waters all over the globe. They are spots where increased nutrients have resulted in hypoxia – low oxygen – and can no longer sustain the organisms that once lived there. The vast majority of them are along the US East Coast and Gulf Coast, with one area as large as 27 thousand miles across. This year, marine ecologist Nancy Rabalais was one of the winners of the MacArthur genius grants. She directs the Louisiana Universities Marine Consortium and for almost thirty years has led the program collecting basic data on seasonal oxygen levels and nutrients in Gulf waters. I spoke with Rabalais after her award and asked her to explain what hypoxia is, what it does and what it means.</p> <p>For many students, athletic scholarships pave the way to a better future. But one sport – boxing – has long been anathema to academia. The NCAA hasn't had a boxing program since 1960, the year a boxer suffered a fatal hemorrhage during league championships. Here in New York City, the Police Athletic League kept kids in the ring for much longer -- until 2006, when the boxing program got knocked out by budget cuts and flagging support from donors. But one organization working in Brooklyn and Staten Island is convinced that boxing is the secret to getting through to at-risk teenagers. Tom DiChristopher has the story.</p>
12/13/2012	25:00	1222	<p>The tensions in Gaza heated up in November, with attacks from both sides ending with nearly 150 dead in Palestine and six dead in Israel. At the same time, Palestine's effort to win further UN recognition was being discouraged by both Israel and the US, with those countries arguing only negotiations could create an independent Palestinian state.</p> <p>Cindy and Craig Corrie watch the developments in Gaza closely. Their daughter, Rachel, was run over by an Israeli bulldozer in 2003 as she protested along the Rafah/Egyptian border with nine others. An Israeli court ruled this year that Rachel was to blame – she put herself in harm's way. Her parents have taken up the peace work their daughter died for, and the Rachel Corrie Foundation this year won the LennonOno Grant for Peace.</p> <p>Sustainable cars aren't new ideas. Back in the early 1940s, Henry Ford developed the world's first "bio-car." It was a prototype displayed at a motor show in Michigan. The car's plastic panels were made from soy beans, wheat, and hemp. Ford's prototype didn't survive the Second World War, but the idea of biodegradable plastic parts lives on. The Ford Motor Company is still working to design sustainable cars – and much of their biomaterials team are women. Dr. Ellen Lee explained reducing petroleum products goes much farther than just improved gas mileage.</p>
12/20/2012	25:00	1223	<p>This is the time of year when people all over the world aren't just buying gifts and planning holiday menus – they're trying to help their neighbors. But for one community in Manchester, New Hampshire, private acts of charity aren't just a holiday tradition. They are a display of Libertarian -- even Anarchist -- principles. Emily Corwin reports.</p>

51%
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4th QUARTERLY ISSUES REPORT
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12/28/2012	25:00	1224	<p>Back in May, long before anyone had heard of a storm named Sandy, Dr. Heidi Cullen talked about the impact of climate change. She's the chief climatologist at Climate Central, a non-profit climate science organization in New Jersey. When we spoke, studies were showing that little public interest in taking action to slow climate change. A superstorm may have reversed that trend..but the question now is if we've waited too long.</p> <p>How one little rural town is working to rebuild after being wiped out by a flood is a microcosm of a story that's playing out in Japan, in Louisiana, in New Jersey and New York - whether the disaster is a hurricane, a tsunami, a volcano or an earthquake. Barton lives part time in Prattsville and teaches art at NYU in Manhattan. For her, the devastation left by Irene uncovered bigger issues in her community.</p> <p>2012 was the year that hydrofracking finally got the nation's attention. Advertisements will tell you it's the way to American energy independence. Proponents point to the jobs it creates. And opponents say the impacts, from fouled drinking water, earthquakes, noise and air pollution to towns overrun by a 21st century gold rush, just aren't worth it. Pennsylvania resident Vera Scroggins has watched her rural county transform into what she calls an industrial wasteland.</p> <p>Hydraulic fracturing, also known as fracking, became a national debate in 2012. Already well established in Texas, Pennsylvania and several other states, there's a heated battle going on over the effort to drill in the state of New York. Opponents argue that the environmental impacts are too risky – the documentary film “Gasland” offered a dramatic illustration with a sink that spewed flames instead of water. But there is another side to the issue. Dairy farmer Jennifer Huntington argues fracking could help save family farms. She has gone to court to try to win the right to allow fracking on her property in rural New York.</p> <p>2012 was called by some the year of the strong women in film. Films like Brave, Snow White and the Huntsman and the Hunger Games featured some gritty heroines. But there was no woman on a major party ticket for the White House this year. And Kim Gandy, Vice President at the Feminist Majority Foundation and former president of NOW – the National Organization for Women, noticed.</p> <p>There was a first for women in 2012... Claressa Shields became the first American woman to win a boxing gold medal at the London Olympic games. She was the</p>

51%
KDND-FM
4th QUARTERLY ISSUES REPORT
October 1st, 2012 – December 31st, 2012
Sundays, 6:00A-6:30A

			youngest on her team...and she went home to Flint, Michigan, a champion.
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THE BEST OF OUR KNOWLEDGE
KDND-FM
4th QUARTERLY ISSUES REPORTS
October 1st, 2012 – December 31st, 2012
Sundays, 7:00A-7:30A

DATE	TIME	SHOW #	TOPIC
10/3/2012	25:00	1150	<p>From 1988 to 1993, Dania McKeller showed up on ABC TV each week as Winnie Cooper on The Wonder Years. After the show left the air, she found a new passion: math. Today on The Best Of Our Knowledge, we'll hear from Dania about her forth math book for girls.</p> <p>We'll also meet a young man who composed, and published a crossword puzzle for the Sunday NY Times when he was only 17.</p> <p>And we'll spend an Academic Minute exploring an ancient Israeli mosaic floor.</p>
10/10/2012	25:00	1151	<p>Over a century ago, a scientist set up one of the first microbiology labs in the United States. Today, that lab is called the National Institutes of Health. Today on The Best Of Our Knowledge, we'll learn the history of the NIH on it's 125th birthday.</p> <p>We'll also listen in as students in Pennsylvania protest budget cuts to education...and we'll talk to the author of a new children's book with Goldilocks and three dinosaurs.</p> <p>We'll also spend an Academic Minute with some Neanderthals trying to act smart.</p>
10/17/2012	25:00	1152	<p>Almost nobody thinks getting a college education is bad. The thing is, almost nobody can afford to pay the tuition without a little help. That brings us to the 529 plans. Today on The Best Of Our Knowledge, we'll learn about the college savings plans that help families save tax-free for college.</p> <p>We'll also get tips from the NIH for ways to start healthy habits throughout the school year...hear about a student in Myanmar who is trying to follow his passion for music... and spend an Academic Minute trying to direct traffic in the sky.</p>
10/24/2012	25:00	1153	<p>If you developed a good relationship with a baby sitter or a pediatrician, would you arbitrarily end that relationship each year and find a new one? Well, when you stop and think about it, that's exactly what most schools with students and teachers. Today on The Best Of Our Knowledge, we'll talk to a veteran school teacher and administrator about his new book with a very self explanatory title: "Kids Need The Same Teacher For More Than One Year".</p> <p>We'll also spend an Academic Minute learning if paying attention in class is really all that important in the long run.</p>
10/31/2012	25:00	1154	<p>If you are looking for clues to the way life on Earth began, you have to dig deep. I'm not talking about shovels and picks right now...I'm talking about studying the inner workings of the basic molecules of life: DNA and RNA. Today on The Best Of Our Knowledge, our astro-biology series returns to Earth with an in depth look at these fundamental building blocks of life...and how little</p>

THE BEST OF OUR KNOWLEDGE
KDND-FM
4th QUARTERLY ISSUES REPORTS
October 1st, 2012 – December 31st, 2012
Sundays, 7:00A-7:30A

			<p>we actually know about them.</p> <p>We'll also spend an Academic Minute on another evolutionary miracle: gecko feet.</p>
11/7/2012	25:00	1155	<p>We hear a lot about the amount of debt many students take on while attending college. But how many of those schools are making sure those students know how to deal with that debt...or even understand it once they graduation? Today on The Best Of Our Knowledge, we'll hear about one northeast school that now mandates courses in financial literacy for all their students.</p> <p>We'll also spend an Academic Minute trying to find a little financial sense in the cost of health care in the US.</p>
11/14/2012	25:00	1156	<p>History is happening every day. Some days may be more notable than others, but we never know when we wake up in the morning if today is going to be a day that will be remembered forever. 50 years ago, there were 13 days in October that became some of the most tense in American history. Today on The Best Of Our Knowledge, we'll remember the Cuban Missile Crisis and hear how the history books remember those days.</p> <p>Then we'll head to Philadelphia, where a group of students are working to make school safe for everyone, include LGBT students.</p>
11/21/2012	25:00	1157	<p>Remember the story of Johnny Appleseed...the man who legend says roaming the country planting his seeds wherever he went? Well, Janisse Ray isn't roaming the country planting seeds, she's touring colleges and universities talking about the importance of saving different varieties of seeds before they are lost forever. Today on The Best Of Our Knowledge, we'll hear from Janisse about The Seed Underground.</p> <p>Then we'll visit a museum exhibit that features one of the most important documents of the 19th century. And we'll spend an Academic Minute trying to find out if resistance really is futile.</p>
11/28/2012	25:00	1158	<p>Nobody who has ever read Moby Dick is going to walk away thinking Captain Ahab was a well adjusted specimen. And Ahab may have fewer issues than some of Melville's other characters. Now, English Lit students are trying to diagnose just what the heck was going on with those classic characters. Today on The Best Of Our Knowledge, diagnosing literature.</p> <p>Then we'll hear about a number of NIH grants to study autism, find out how Sallie Mae can help you get the most bang for your college buck...and spend an Academic Minute getting out the youth vote.</p>
12/5/2012	25:00	1159	<p>During the presidential election season there was a lot of talk about illegal aliens. Well, get ready...we're about to talk about aliens again...but the other kind, the ones from outer space. Today on The Best Of Our Knowledge, our astro-biology series returns with a look at the search for extraterrestrial life, and</p>

THE BEST OF OUR KNOWLEDGE
KDND-FM
4th QUARTERLY ISSUES REPORTS
October 1st, 2012 – December 31st, 2012
Sundays, 7:00A-7:30A

			<p>what finding it might mean for our society.</p> <p>Then we'll spend an Academic Minute taking a look at a very different kind of alien species...one that is already having consequences here on Earth.</p>
12/12/2012	25:00	1160	<p>How free is free speech on America's college campuses? There are some schools that seriously restrict speech and expression and there are some that feel it's leading to a less tolerant society. Today on The Best Of Our Knowledge, we'll hear from a first amendment lawyer about the state of free speech on campus.</p> <p>We'll also hear how the number of women graduating with science degrees is leading to rise in the number of women in the lab.</p> <p>And we'll spend an Academic Minute finding out what they're looking at in those labs.</p>
12/18/2012	25:00	1161	<p>The search for energy continues to be one of the driving forces of our economy and policy. Now, the University of Massachusetts is offering a doctoral program in wind power to speed the development of this source of renewable power. Today on The Best Of Our Knowledge, we'll talk to a pair of professors at U-MASS about the program.</p> <p>We'll also celebrate NaNoWriMo...but first we'll tell you what it is. And we'll spend an academic minute sharing some shocking news about alcohol. Seems it affects your interactions with strangers.</p>
12/26/2012	25:00	1162	<p>We made it! The year is just about over, and it was a year with a lot of loud politics. But how many Americans really understand the system behind the politics? There has been a call for a greater emphasis on civics education in the US. We spoke about that earlier this year with an author who says the only way to bridge the education gap between the rich and inner city schools is to realize that there is also a gap in those student's life experiences. Today on The Best Of Our Knowledge, why schools should say No Citizen Left Behind.</p> <p>We'll also find out why a group known for farm life and education is building robots...and spend an academic minute figuring out why we remember some things better than others.</p>

THE BEST OF OUR KNOWLEDGE
KDND-FM
4th QUARTERLY ISSUES REPORTS
October 1st, 2012 – December 31st, 2012
Sundays, 7:00A-7:30A

KDND-FM
Quarterly Issues Report: 4th Quarter 2012
Public File 1
Sundays 7:30A-8:00A

CATEGORY: EDUCATION

Issue: **Achieving One's Human Potential**
Program: Public File 1
Date: December 30, 2012

Description: Dan Millman is a former world champion athlete, university coach, martial arts instructor, and college professor. After an intensive, twenty-year spiritual quest, Dan's teaching found its form as the Peaceful Warrior's Way, expressed fully in his books and lectures. His work continues to evolve over time, to meet the needs of a changing world. Dan's thirteen books, have inspired and informed millions of readers in 29 languages worldwide. Much of Dan's time is devoted to writing and speaking. His keynotes, seminars, and workshops span the generations to influence men and women from all walks of life, including leaders in the fields of health, psychology, education, business, politics, sports, entertainment, and the arts. His newest book, The Four Purposes of Life, addresses life's fundamental questions: Why am I here? What am I meant to do? What is my purpose?

CATEGORY: ECONOMY

Issue: **Preconception Health**
Program: Public File 1
Date: October 14, 2012

Description: The choices you make before you become pregnant can affect the health of your future baby. For that reason, it is important to make healthy changes now. Living a healthy lifestyle can help to improve your chances of having a healthy baby. *Preconception Health* refers to the health of a woman before she get pregnant. It focuses on the conditions and risk factors that could affect a woman if she becomes pregnant. Preconception health applies to women who have never been pregnant, and also to women who would like to get pregnant again. Preconception health looks at factors that can affect both mom and baby. These include factors such as nutrition, taking prescription drugs or drinking alcohol. The key to preconception health is to get good medical care, practice healthy behaviors, ask for support from family and friends, and make your environment safe at home and at work. A reproductive life plan is a set of personal goals about having (or not having) children. Your plan should also include how to achieve those goals. Everyone should make a reproductive plan based on personal values and resources. It is important to think about when and under what conditions you want to become pregnant. Then make sure your actions support your goals. Health care providers and counselors can help guide you with your plan.

Issue: **Helping Local Non-Profits**
Program: Public File 1
Date: December 2, 2012

Description: Local residents who live in Loomis, CA. read an article about the lack of winter shelter funding for the homeless that will cause the shelters to have to open later than planned, and unable to provide for as many homeless families; they decided we had to do something to help. The thought of people having no where to go on the cold winter nights, especially during the holidays, compelled them to hold this benefit to help raise funds for the shelters. Animals are also helpless in this environment, that we as humans have encroached upon, and this group felt it necessary to join in and help where they can. Holding a benefit concert just seemed the natural direction. All proceeds will go directly to these two organizations in Placer County, The Gathering Inn and Gold Country Wild life Rescue. 100% of the funds will be used directly to help these two honorable organizations. There are no administrative fees or payroll taken from the donations; which is why we chose these two wonderful organizations. **The Gathering Inn** transports guests each evening by bus to one of the many hosting churches in south Placer County. These churches commit the use of their facilities on designated evenings to provide a safe and secure place for homeless individuals or families to have dinner, and sleep inside where they are protected and warm. **Gold Country Wildlife Rescue** is a non-profit, volunteer organization, dedicated to the rescue and rehabilitation of injured and orphaned wildlife. They are permitted through the California Department of Fish & Game, and the US Fish & Wildlife Service. They have been serving the local community for over 20 years, and do so at no charge.

CATEGORY: GOVERNMENT

Issue: **Drunk Driving Prevention**
Program: Public File 1
Date: October 21, 2012

Description: The Report Drunk Drivers, anti-DUI effort is a year-round effort by the California Office of Traffic Safety, the California Highway Patrol, and local law enforcement that discourages drivers from drinking while driving, while encouraging drivers to always designate a sober driver and report drunk drivers by calling 911. Although the effort is enforced year-round, an annual DUI Crackdown period occurs in mid-December and continues through the new year. During this time, drivers can expect scheduled DUI checkpoints, roving DUI patrols and enhanced enforcement efforts throughout the state. The crackdown is a statewide effort that spans 42 counties and includes more than 400 law enforcement agencies. The Office of Traffic Safety, California Highway Patrol, and local law enforcement want everyone to drive safely and responsibly. As you travel California's streets and highways, you can do something to help get drunk drivers off the road. Always designate a sober driver, and if you see a drunk driver on the road, call 911. The public can use the emergency number to report and help the CHP identify drunk drivers before it is too late.

Issue: **Fundraising for Sacramento Sheriff K9 Association**
Program: Public File 1
Date: December 16, 2012

Description: The mission of the Sacramento Sheriff K9 Association is to provide the best care possible for our retired K9 partners, supplement the training and equipment of our active K9 teams, educate the public regarding police service dogs, and to honor our K9's when they pass away. They accomplish this mission through generous donations from the community and organized fundraisers. Since 2005, the Sacramento Sheriff K9 Association has covered thousands of dollars in veterinary bills for our retired K9 partners ensuring they receive the best possible care.

The Sacramento Sheriff K9 Association supplements the training and equipment of our active K9 teams. They have been able to enhance the safety of both their K9 partners and their handlers with safety equipment beyond what the department is able to provide. The Sacramento Sheriff K9 Association recognizes the tremendous amount of public interest in police service dogs. They have taken a pro-active role in educating the public about the role their K9 partners play in fighting crime in our community. They do this through a website, field demonstrations, and social media campaigns. Since its inception, the association has covered all burial costs including the ceremony and headstone markers for their K9 partners. The Sacramento Sheriff K9 Association is comprised of the current 12 K9 Deputy teams assigned to patrol services. These deputies make all decisions regarding how the association is governed and how funds are allocated. Although technically separate from the Sacramento County Sheriff's Department, the Sacramento Sheriff K9 Association considers its relationship with the Sheriff's Department as a partnership that is mutually beneficial. The Sacramento County Sheriff's Department is responsible for patrolling the unincorporated areas of Sacramento County. The total population for Sacramento County is 1,418,788. There are seven small cities within the county that have their own police forces. The unincorporated county is mostly an urban area with business and industrial parks, and highly populated residential neighborhoods. The Sacramento County Sheriff K9 Unit provides K9 support to patrol deputies, detectives, SWAT, and surrounding agencies. Their K9's are trained to search for suspects, missing persons, apprehend criminals, and find guns and evidence.

CATEGORY: HEALTH

Issue: **Preconception Health**
Program: Public File 1
Date: October 14, 2012

Description: The choices you make before you become pregnant can affect the health of your future baby. For that reason, it is important to make healthy changes now. Living a healthy lifestyle can help to improve your chances of having a healthy baby. *Preconception Health* refers to the health of a woman before she gets pregnant. It focuses on the conditions and risk factors that could affect a woman if she becomes pregnant. Preconception health applies to women who have never been pregnant, and also to women who would like to get pregnant again. Preconception health looks at factors that can affect both mom and baby. These include factors such as nutrition, taking prescription drugs or drinking alcohol. The key to preconception health is to get good medical care, practice healthy behaviors, ask for support from family and friends, and make your environment safe at home and at work. A reproductive life plan is a set of personal goals about having (or not having) children. Your plan should also include how to achieve those goals. Everyone should make a reproductive plan based on personal values and resources. It is important to think about when and under what conditions you want to become pregnant. Then make sure your actions support your goals. Health care providers and counselors can help guide you with your plan.

Issue: **Substance Abuse**
Program: Public File 1
Date: October 28, 2012

Description: Medicine abuse is an epidemic, cutting across geographic, racial, ethnic and socioeconomic boundaries. Last year, millions of parents learned they were their teen's drug dealer. A new kind of drug abuse is killing our kids. Used as prescribed or directed, medicines improve our lives. When misused and abused, the opposite is true, and the consequences of this behavior are devastating, particularly among teens. Our society has become very familiar — and comfortable — with the common use of prescription (Rx) and over-the-counter (OTC) cough medicines. As new medicines for alleviating symptoms come to market, they are heavily promoted with their images advertised in newspapers, magazines, on television and the internet, raising our understanding of the conditions they treat. As a result, teens have grown up associating medicine with solving problems — and have a heightened awareness of Rx and OTC medicines. Teens also have easy access to medicine. Two-thirds (65 percent) of teens who report abuse of prescription medicine are getting them from friends, family and acquaintances. While some teens abuse medicine to party and get high, many are using medicine to manage stress or regulate their lives. Some are abusing prescription stimulants to provide additional energy and increase their ability to focus when they're studying or taking tests. Many teens are abusing pain relievers, tranquilizers and over-the-counter cough medicine to cope with academic, social or emotional stress. Teens don't see this behavior as risky. They see their parents taking medicine — and they believe that since medicine is created and tested in a scientific environment it is therefore safer to use than street drugs. But there are real dangers to medicine abuse. Teens who abuse prescription medicines can experience dramatic increases in blood pressure and heart rate, organ damage, difficulty breathing, seizures, addiction and *even death*. Teens who abuse over-the-counter cough medicine can experience rapid heartbeat, high blood pressure, diarrhea, seizures, panic, drowsiness, confusion, dizziness, blurred vision, impaired physical coordination, coma and overdose.

CATEGORY: HEALTH (Cont'd)

Issue: **Housing for Families with Hospitalized Children**
Program: Public File 1
Date: November 25, 2012

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Issue: **Judgment Free Medical Care**
Program: Public File 1
Date: December 23, 2012

Description: Rock Med started in 1973 when concert promoter Bill Graham asked the Haight-Ashbury Free Clinic to staff a tent at a Grateful Dead & Led Zeppelin concert. From this, Rock Med evolved into a mobile triage program with a full array of medical personnel and volunteer nurses. At each show they staff, Rock Med will set up a triage area for intake, treatment and recovery. Also nearby is the "space tent"-where psychiatric counselors "talk down" people on bad drug trips! Rock Med has a "convenience table" of free band-aids, condoms, Advil, tampons, candy, and ear-plugs. The Rock Med staff is all volunteer, and receive no payment for their time. The Rock Med goal is to take care of patients right there on sight-right now-and avoid getting them into trouble with the law. Most venues have first-aid, but don't have the staffing to offer much more than that. Few other organizations in the country provide such comprehensive care at large music events. None can come close to offering the broad spectrum of care for such a large group of people. During the busy concert season that runs from April through October, when concerts & festivals can turn venues into mini-cities, Rock Med is in overdrive. They treat every kind of ailment and their staff has seen it all: bruises, broken bones, headaches, cuts, sprains, drug & alcohol problems, insulin shock, heart palpitations, women going into labor, head injuries, asthma attacks-you name it-their volunteers have dealt with it.

CATEGORY: ENVIRONMENT, ENERGY & TRANSPORTATION

Issue: **Drunk Driving Prevention**
Program: Public File 1
Date: October 21, 2012

Description: The Report Drunk Drivers, anti-DUI effort is a year-round effort by the California Office of Traffic Safety, the California Highway Patrol, and local law enforcement that discourages drivers from drinking while driving, while encouraging drivers to always designate a sober driver and report drunk drivers by calling 911. Although the effort is enforced year-round, an annual DUI Crackdown period occurs in mid-December and continues through the new year. During this time, drivers can expect scheduled DUI checkpoints, roving DUI patrols and enhanced enforcement efforts throughout the state. The crackdown is a statewide effort that spans 42 counties and includes more than 400 law enforcement agencies. The Office of Traffic Safety, California Highway Patrol, and local law enforcement want everyone to drive safely and responsibly. As you travel California's streets and highways, you can do something to help get drunk drivers off the road. Always designate a sober driver, and if you see a drunk driver on the road, call 911. The public can use the emergency number to report and help the CHP identify drunk drivers before it is too late.

Issue: **Helping Local Non-Profits**
Program: Public File 1
Date: December 2, 2012

Description: Local residents who live in Loomis, CA. read an article about the lack of winter shelter funding for the homeless that will cause the shelters to have to open later than planned, and unable to provide for as many homeless families; they decided we had to do something to help. The thought of people having no where to go on the cold winter nights, especially during the holidays, compelled them to hold this benefit to help raise funds for the shelters. Animals are also helpless in this environment, that we as humans have encroached upon, and this group felt it necessary to join in and help where they can. Holding a benefit concert just seemed the natural direction. All proceeds will go directly to these two organizations in Placer County, The Gathering Inn and Gold Country Wild life Rescue. 100% of the funds will be used directly to help these two honorable organizations. There are no administrative fees or payroll taken from the donations; which is why we chose these two wonderful organizations. **The Gathering Inn** transports guests each evening by bus to one of the many hosting churches in south Placer County. These churches commit the use of their facilities on designated evenings to provide a safe and secure place for homeless individuals or families to have dinner, and sleep inside where they are protected and warm. **Gold Country Wildlife Rescue** is a non-profit, volunteer organization, dedicated to the rescue and rehabilitation of injured and orphaned wildlife. They are permitted through the California Department of Fish & Game, and the US Fish & Wildlife Service. They have been serving the local community for over 20 years, and do so at no charge.

KDND-FM
Quarterly Issues Report: 4th Quarter 2012
Public File 1
Sundays 7:30A-8:00A

CATEGORY: ENVIRONMENT, ENERGY & TRANSPORTATION (Cont'd)

Issue: **Recycling During the Holidays**
Program: Public File 1
Date: December 9, 2012

Description: While the winter holiday season brings good cheer for most people, it also brings a lot more solid waste to the landfill, harm to the environment and additional debt to the average American family. There are many environmentally-smart tips that result in a less wasteful holiday. Every year, there are 2.65 billion holiday cards sold in the U.S. That's enough to fill a football stadium field 10 stories high! Look for cards that contain recycled content or are actually recycled materials. Wrapping paper is often used once and thrown away. Try using colorful pages torn from magazines to wrap small gifts, and old maps or the Sunday comics for larger boxes. If you buy gifts, look for durable and re-usable items and resist the latest "fad" at the mall. If every American family wrapped just 3 presents in re-used materials, it would save enough paper to cover 45,000 football fields.

KDND-FM
Quarterly Issues Report: 4th Quarter 2012
Public File 1
Sundays 7:30A-8:00A

CATEGORY: MINORITIES, WOMEN & AGING

Issue: **Preconception Health**
Program: Public File 1
Date: October 14, 2012

Description: The choices you make before you become pregnant can affect the health of your future baby. For that reason, it is important to make healthy changes now. Living a healthy lifestyle can help to improve your chances of having a healthy baby. *Preconception Health* refers to the health of a woman before she get pregnant. It focuses on the conditions and risk factors that could affect a woman if she becomes pregnant. Preconception health applies to women who have never been pregnant, and also to women who would like to get pregnant again. Preconception health looks at factors that can affect both mom and baby. These include factors such as nutrition, taking prescription drugs or drinking alcohol. The key to preconception health is to get good medical care, practice healthy behaviors, ask for support from family and friends, and make your environment safe at home and at work. A reproductive life plan is a set of personal goals about having (or not having) children. Your plan should also include how to achieve those goals. Everyone should make a reproductive plan based on personal values and resources. It is important to think about when and under what conditions you want to become pregnant. Then make sure your actions support your goals. Health care providers and counselors can help guide you with your plan.

KDND-FM
Quarterly Issues Report: 4th Quarter 2012
Public File 1
Sundays 7:30A-8:00A

CATEGORY: CRIME

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Program: Public File 1
Date: October 21, 2012

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Issue: **Fundraising for Sacramento Sheriff K9 Association**
Program: Public File 1
Date: December 16, 2012

Description: The mission of the Sacramento Sheriff K9 Association is to provide the best care possible for our retired K9 partners, supplement the training and equipment of our active K9 teams, educate the public regarding police service dogs, and to honor our K9's when they pass away. They accomplish this mission through generous donations from the community and organized fundraisers. Since 2005, the Sacramento Sheriff K9 Association has covered thousands of dollars in veterinary bills for our retired K9 partners ensuring they receive the best possible care.

The Sacramento Sheriff K9 Association supplements the training and equipment of our active K9 teams. They have been able to enhance the safety of both their K9 partners and their handlers with safety equipment beyond what the department is able to provide. The Sacramento Sheriff K9 Association recognizes the tremendous amount of public interest in police service dogs. They have taken a pro-active role in educating the public about the role their K9 partners play in fighting crime in our community. They do this through a website, field demonstrations, and social media campaigns. Since its inception, the association has covered all burial costs including the ceremony and headstone markers for their K9 partners. The Sacramento Sheriff K9 Association is comprised of the current 12 K9 Deputy teams assigned to patrol services. These deputies make all decisions regarding how the association is governed and how funds are allocated. Although technically separate from the Sacramento County Sheriff's Department, the Sacramento Sheriff K9 Association considers its relationship with the Sheriff's Department as a partnership that is mutually beneficial. The Sacramento County Sheriff's Department is responsible for patrolling the unincorporated areas of Sacramento County. The total population for Sacramento County is 1,418,788. There are seven small cities within the county that have their own police forces. The unincorporated county is mostly an urban area with business and industrial parks, and highly populated residential neighborhoods. The Sacramento County Sheriff K9 Unit provides K9 support to patrol deputies, detectives, SWAT, and surrounding agencies. Their K9's are trained to search for suspects, missing persons, apprehend criminals, and find guns and evidence.

KDND-FM
Quarterly Issues Report: 4th Quarter 2012
Public File 1
Sundays 7:30A-8:00A

CATEGORY: DRUG ABUSE

Issue: **Drunk Driving Prevention**
Program: Public File 1
Date: October 21, 2012

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Issue: **Substance Abuse**
Program: Public File 1
Date: October 28, 2012

Description: Medicine abuse is an epidemic, cutting across geographic, racial, ethnic and socioeconomic boundaries. Last year, millions of parents learned they were their teen's drug dealer. A new kind of drug abuse is killing our kids. Used as prescribed or directed, medicines improve our lives. When misused and abused, the opposite is true, and the consequences of this behavior are devastating, particularly among teens. Our society has become very familiar — and comfortable — with the common use of prescription (Rx) and over-the-counter (OTC) cough medicines. As new medicines for alleviating symptoms come to market, they are heavily promoted with their images advertised in newspapers, magazines, on television and the internet, raising our understanding of the conditions they treat. As a result, teens have grown up associating medicine with solving problems — and have a heightened awareness of Rx and OTC medicines. Teens also have easy access to medicine. Two-thirds (65 percent) of teens who report abuse of prescription medicine are getting them from friends, family and acquaintances. While some teens abuse medicine to party and get high, many are using medicine to manage stress or regulate their lives. Some are abusing prescription stimulants to provide additional energy and increase their ability to focus when they're studying or taking tests. Many teens are abusing pain relievers, tranquilizers and over-the-counter cough medicine to cope with academic, social or emotional stress. Teens don't see this behavior as risky. They see their parents taking medicine — and they believe that since medicine is created and tested in a scientific environment it is therefore safer to use than street drugs. But there are real dangers to medicine abuse. Teens who abuse prescription medicines can experience dramatic increases in blood pressure and heart rate, organ damage, difficulty breathing, seizures, addiction and *even death*. Teens who abuse over-the-counter cough medicine can experience rapid heartbeat, high blood pressure, diarrhea, seizures, panic, drowsiness, confusion, dizziness, blurred vision, impaired physical coordination, coma and overdose.

CATEGORY: DRUG ABUSE (Cont'd)

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CATEGORY: HOUSING

Issue: **Housing for Families with Hospitalized Children**
Program: Public File 1
Date: November 25, 2012

Description: Ronald McDonald House Charities Northern California is dedicated to supporting programs that improve the lives of children and their families by supporting Camp Ronald McDonald at Eagle Lake and the Sacramento Ronald McDonald House. In 1998 the Sacramento Ronald McDonald House opened its doors providing a 'home away from home' for families who have children age 0-18 being treated in one of the five Sacramento-area hospitals; UC Davis Medical Center, Shriners Hospitals for Children, Mercy, Kaiser, and Sutter Medical Center. Since then, the 20-bedroom facility has provided affordable, temporary housing for approximately 13,000 families who have traveled from all across the United States as well as countries around the world in order to provide their child with the best medical treatment available. As part of its mission to support children and their families, Ronald McDonald House Charities Northern California also facilitates a grant program for local children's charities as well as a scholarship program for graduating high school seniors. Global Ronald McDonald House Charities provides each House with seed, expansion and emergency grants, as well as in-kind goods and services. However, each House relies on the people and businesses in its own community to provide additional funds, goods and services necessary for operations.

Issue: **Helping Local Non-Profits**
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KDND-FM
Quarterly Issues Report: 4th Quarter 2012
Public File 1
Sundays 7:30A-8:00A

CATEGORY: YOUTH & FAMILY

Issue: **Preconception Health**
Program: Public File 1
Date: October 14, 2012

Description: The choices you make before you become pregnant can affect the health of your future baby. For that reason, it is important to make healthy changes now. Living a healthy lifestyle can help to improve your chances of having a healthy baby. *Preconception Health* refers to the health of a woman before she get pregnant. It focuses on the conditions and risk factors that could affect a woman if she becomes pregnant. Preconception health applies to women who have never been pregnant, and also to women who would like to get pregnant again. Preconception health looks at factors that can affect both mom and baby. These include factors such as nutrition, taking prescription drugs or drinking alcohol. The key to preconception health is to get good medical care, practice healthy behaviors, ask for support from family and friends, and make your environment safe at home and at work. A reproductive life plan is a set of personal goals about having (or not having) children. Your plan should also include how to achieve those goals. Everyone should make a reproductive plan based on personal values and resources. It is important to think about when and under what conditions you want to become pregnant. Then make sure your actions support your goals. Health care providers and counselors can help guide you with your plan.

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CATEGORY: YOUTH & FAMILY (Cont'd)

Issue: **Substance Abuse**
Program: Public File 1
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CATEGORY: YOUTH & FAMILY (Cont'd)

Issue: **Recycling During the Holidays**
Program: Public File 1
Date: December 9, 2012

Description: While the winter holiday season brings good cheer for most people, it also brings a lot more solid waste to the landfill, harm to the environment and additional debt to the average American family. There are many environmentally-smart tips that result in a less wasteful holiday. Every year, there are 2.65 billion holiday cards sold in the U.S. That's enough to fill a football stadium field 10 stories high! Look for cards that contain recycled content or are actually recycled materials. Wrapping paper is often used once and thrown away. Try using colorful pages torn from magazines to wrap small gifts, and old maps or the Sunday comics for larger boxes. If you buy gifts, look for durable and re-usable items and resist the latest "fad" at the mall. If every American family wrapped just 3 presents in re-used materials, it would save enough paper to cover 45,000 football fields.

Issue: **Achieving One's Human Potential**
Program: Public File 1
Date: December 30, 2012

Description: Dan Millman is a former world champion athlete, university coach, martial arts instructor, and college professor. After an intensive, twenty-year spiritual quest, Dan's teaching found its form as the Peaceful Warrior's Way, expressed fully in his books and lectures. His work continues to evolve over time, to meet the needs of a changing world. Dan's thirteen books, have inspired and informed millions of readers in 29 languages worldwide. Much of Dan's time is devoted to writing and speaking. His keynotes, seminars, and workshops span the generations to influence men and women from all walks of life, including leaders in the fields of health, psychology, education, business, politics, sports, entertainment, and the arts. His newest book, The Four Purposes of Life, addresses life's fundamental questions: Why am I here? What am I meant to do? What is my purpose?

KDND-FM
Quarterly Issues Report: 4th Quarter 2012
Public File 2
Sundays, 6:30A-7:00A

CATEGORY: ECONOMY

Issue: **Feeding the Hungry in Our Community**
Program: Public File 2
Date: October 21, 2012

Description: Sacramento Food Bank & Family Services is a local, non-profit agency committed to serving individuals and families in need. With a staff of 40 and a volunteer force of over 5,000, Sacramento Food Bank & Family Services provides free emergency goods and services to 15,000 unduplicated men, women and children each month. Sacramento Food Bank & Family Services offers six diverse programs and services at no cost to individuals. SFBFS serves families and individuals in need in Sacramento. Individuals of all ages, genders, races and backgrounds find their way to SFBFS for services. Clients accessing services do not need to provide any financial information to qualify, but must have proof of address to receive goods and services. Sacramento Food Bank & Family Services offers six diverse programs and services which combat hunger, improve literacy, strengthen families, educate youth, foster technological skills, mentor parents, build self-esteem and provide hope. Their supporters and volunteers make their work possible. Since 1976, Sacramento Food Bank & Family Services has shown a commitment to bettering the lives of those in our community.

Issue: **Help for People in Danger of Losing Their Homes**
Program: Public File 2
Date: November 25, 2012

Description: Eighteen states, including California, have been designated as "hardest hit," either because they are struggling with unemployment rates at or above the national average or steep home price declines greater than 20 percent since the housing market downturn. The Hardest Hit Fund was created by President Obama to provide targeted aid to families in these states. On June 23, 2010, California received approval to develop four unique foreclosure prevention proposals with Hardest Hit funding. California was ultimately awarded nearly \$2 billion in funds to help at least 100,000 eligible California homeowners avoid preventable foreclosures. California's programs, which are called *Keep Your Home California*, were developed in collaboration with numerous community partners, foreclosure counselors, housing advocates and others directly involved in helping struggling homeowners. Each of the Keep Your Home California programs is designed to address one or more aspects of the current housing crisis by: Helping low and moderate income homeowners retain their homes if they either have suffered a financial hardship such as unemployment; have experienced a change in household circumstance such as death, illness or disability, or are subject to a recent or upcoming increase in their monthly mortgage payment and are at risk of default because of this economic hardship when coupled with a severe decline in their home's value; creating a simple, effective way to get federal funds to assist low and moderate income homeowners who meet one or all of the objective criteria described above. Speed of delivery will be balanced with fulfillment of the specific program's mission and purpose; and creating programs that have an immediate, direct economic and social impact on low and moderate income homeowners and their neighborhoods. No one has easy answers or immediate solutions to California's housing crisis. One step in the right direction, however, is *Keep Your Home California*.

CATEGORY: GOVERNMENT

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Issue: **Blood Donation**
Program: Public File 2
Date: December 16, 2012

Description: Since their founding in 1948, BloodSource has been collecting blood donations and providing life-saving blood products to our communities and beyond. They are committed to doing what's right, a simple philosophy that has helped them grow from a single blood bank beneath a water tower in Sacramento to one of the premier blood centers in the world. Thanks to the generosity of donors throughout Northern and Central California, they are the source of nearly every drop of blood used in nearly 40 hospitals in 25 counties – from Merced to the Oregon border, from Vacaville to Lake Tahoe. And they are the source around the nation, even around the world, for other blood centers that cannot go it alone. After more than 60 years, thousands of donors give the precious gift of blood, and countless volunteers give their time and talent, assuring all of a plentiful blood supply. In that time, their community-based, not-for-profit regional blood center has never lost sight of its essential mission: to provide blood and services to those in need. BloodSource is committed to collecting, testing, processing and delivering blood and blood components – wherever and whenever the need.

KDND-FM
Quarterly Issues Report: 4th Quarter 2012
Public File 2
Sundays, 6:30A-7:00A

CATEGORY: GOVERNMENT (Cont'd)

Issue: **Social Media Risk Management**
Program: Public File 2
Date: December 23, 2012

Description: C7 is a management consulting company. They social ecosystems that help clients increase revenue, decrease cost, and accelerate innovation. Every organization needs to think about and be prepared to manage the risks associated with operating in the Digital Era. It doesn't matter whether social media is part of the organization's strategic agenda, or if the organization itself has any digital presence. It also doesn't matter how large the organization is, whether it's for-profit, or which industry or sector it operates in. This is a complex undertaking, and for many business leaders it's virtually impossible to imagine how they're going to find the resources to devote to it, especially in light of ongoing economic challenges and other strategic and tactical priorities. The exponential growth of social networking outlets is posing new threats and challenges to businesses across the globe. With legions of employees using tools such as Facebook, Twitter and YouTube for messaging, blogging, and video posting on a daily basis, social networking has become a genuine risk to the ability of a business to stay productive and protect not only its most proprietary and confidential data, but also its brand. Businesses are feeling the impact from employee social networking communication. Newly emerging issues surrounding social network communication, such as loss of intellectual property, compliance violations, and HR lawsuits, as well as productivity of the workforce all threaten the health of the business causing loss of revenue, reputation and potentially, customers. Corporations today are spending billions of dollars to mitigate such risks from email, instant messaging and other established methods of communication. Recent market research reveals social networking related exposure incidents for US companies have increased to seventeen percent in 2009 from twelve percent in 2008, and is expected to continue to grow. In a separate market research report, twenty four percent of the companies indicated that they have disciplined an employee for his or her activities on Facebook, Twitter or LinkedIn. Guidelines and policy alone are not sufficient in eliminating the risks.

CATEGORY: HEALTH

Issue: **Sleep Apnea**
Program: Public File 2
Date: October 14, 2012

Description: Sleep apnea is a sleep disorder characterized by abnormal pauses in breathing or instances of abnormally low breathing, during sleep. Each pause in breathing, can last from a few seconds to minutes, and may occur 5 to 30 times or more an hour. Sleep apnea is diagnosed with an overnight sleep test called a "sleep study". An individual with sleep apnea is rarely aware of having difficulty breathing, even upon awakening. Sleep apnea is recognized as a problem by others witnessing the individual during episodes or is suspected because of its effects on the body. Symptoms may be present for years (or even decades) without identification, during which time the sufferer may become conditioned to the daytime sleepiness and fatigue associated with significant levels of sleep disturbance. Sleep apnea affects not only adults but some children as well. Common effects of sleep apnea include daytime fatigue, a slower reaction time, and vision problems. Due to the disruption in daytime cognitive state, behavioral effects are also present. There is also increasing evidence that sleep apnea may also lead to liver function impairment, particularly fatty liver diseases. This includes moodiness, belligerence, as well as a decrease in attentiveness and drive. These effects become very hard to deal with, thus the development of depression may transpire. Because there are many factors that could lead to some of the effects previously listed, some patients are not aware that they suffer from sleep apnea and are either misdiagnosed, or just ignore the symptoms altogether.

Issue: **Benefits of Massage Therapy**
Program: Public File 2
Date: December 9, 2012

Description: The benefits of massage and body work are many. Massage can: alleviate low-back pain and improve range of motion; assist with shorter, easier labor for expectant mothers and shorten maternity hospital stays; ease medication dependence; enhance immunity by stimulating lymph flow—the body's natural defense system; exercise and stretch weak, tight, or atrophied muscles; help athletes of any level prepare for, and recover from, strenuous workouts; improve the condition of the body's largest organ—the skin; increase joint flexibility; lessen depression and anxiety; promote tissue regeneration, reducing scar tissue and stretch marks; pump oxygen and nutrients into tissues and vital organs, improving circulation; reduce post surgery adhesions and swelling; reduce spasms and cramping; relax and soften injured, tired, and overused muscles; release endorphins—amino acids that work as the body's natural painkiller; relieve migraine pain. There's no denying the power of bodywork. Regardless of the adjectives we assign to it (pampering, rejuvenating, therapeutic) or the reasons we seek it out (a luxurious treat, stress relief, pain management), massage therapy can be a powerful ally in your healthcare regimen. Experts estimate that upwards of ninety percent of disease is stress related. And perhaps nothing ages us faster, internally and externally, than high stress. While eliminating anxiety and pressure altogether in this fast-paced world may be idealistic, massage can, without a doubt, help manage stress. Furthermore, clients often report a sense of perspective and clarity after receiving a massage. The emotional balance bodywork provides can often be just as vital and valuable as the more tangible physical benefits. Research continues to show the enormous benefits of touch—which range from treating chronic diseases, neurological disorders, and injuries, to alleviating the tensions of modern lifestyles. Consequently, the medical community is actively embracing bodywork, and massage is becoming an integral part of hospice care and neonatal intensive care units. Many hospitals are also incorporating on-site massage practitioners and even spas to treat postsurgery or pain patients as part of the recovery process.

KDND-FM
Quarterly Issues Report: 4th Quarter 2012
Public File 2
Sundays, 6:30A-7:00A

CATEGORY: HEALTH (Cont'd)

Issue: **Blood Donation**
Program: Public File 2
Date: December 16, 2012

Description: Since their founding in 1948, BloodSource has been collecting blood donations and providing life-saving blood products to our communities and beyond. They are committed to doing what's right, a simple philosophy that has helped them grow from a single blood bank beneath a water tower in Sacramento to one of the premier blood centers in the world. Thanks to the generosity of donors throughout Northern and Central California, they are the source of nearly every drop of blood used in nearly 40 hospitals in 25 counties – from Merced to the Oregon border, from Vacaville to Lake Tahoe. And they are the source around the nation, even around the world, for other blood centers that cannot go it alone. After more than 60 years, thousands of donors give the precious gift of blood, and countless volunteers give their time and talent, assuring all of a plentiful blood supply. In that time, their community-based, not-for-profit regional blood center has never lost sight of its essential mission: to provide blood and services to those in need. BloodSource is committed to collecting, testing, processing and delivering blood and blood components – wherever and whenever the need.

Issue: **Human Trafficking**
Program: Public File 2
Date: December 30, 2012

Description: Human trafficking is modern-day slavery, in which victims are subjected to force, fraud or coercion for the purpose of forced labor or sexual exploitation. It is the fastest growing criminal industry worldwide. Types of human trafficking include forced labor or involuntary servitude; bonded labor or debt bondage; involuntary domestic servitude; forced child labor includes involuntary servitude, debt; bondage, or slavery; sex trafficking occur alongside debt bondage; and child sexual exploitation including commercial sexual exploitation. In May 2009, the United States Health & Human Services, Office of Refugee Resettlement awarded a cooperative agreement to SETA - Sacramento Employment and Training Agency - to implement a regional anti-trafficking program. SETA operates this program in collaboration with local organizations, Opening Doors, Inc., My Sister's House and WEAVE. The purpose of the program is to: Create public awareness of human trafficking, create public awareness about how to identify a human trafficking victim, provide emergency services to human trafficking victims, and promote the use of the anonymous hotline for victim services.

KDND-FM
Quarterly Issues Report: 4th Quarter 2012
Public File 2
Sundays, 6:30A-7:00A

CATEGORY: ENVIRONMENT, ENERGY & TRANSPORTATION

Issue: **Preventing Distracted Teen Driving**
Program: Public File 2
Date: December 2, 2012

Description: The P.A.R.T.Y. program offers high school freshman and sophomore students the opportunity to come and observe the path of an injury survivor from pre-hospital care through rehabilitation. They meet professionals that would care for them in a trauma situation. Paramedics, Emergency Physicians, Nurses and Therapists describe the painful journey of a trauma patient. Facts are presented about head and spinal cord injury and the students have hands-on experience with the equipment used in trauma care and rehabilitation. The most powerful part of the day is the injury survivor presentation. Young people talk frankly about their injuries, the events that lead to the injury and how drastically different their lives are now. Students have the opportunity to ask questions and are able to gain a better understanding of what someone goes through when injured and how the injury impacted their life, as well as their family. This discussion leaves a lasting impression that will help teens make smarter choices at critical times. It is not enough to offer a film or activity that only a few participate in. Interactive, hands on activities need to be available so that students see, feel, hear, smell, touch and experience the program and learn about the fatal and life changing results their actions, choices and behaviors could lead to.

KDND-FM
Quarterly Issues Report: 4th Quarter 2012
Public File 2
Sundays, 6:30A-7:00A

CATEGORY: MINORITIES, WOMEN & AGING

Issue: **Human Trafficking**
Program: Public File 2
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KDND-FM
Quarterly Issues Report: 4th Quarter 2012
Public File 2
Sundays, 6:30A-7:00A

CATEGORY: CRIME

Issue: **Rebuilding After Arson**
Program: Public File 2
Date: October 14, 2012

Description: Councilmember Steve Cohn and community members are restoring the beloved McKinley Village playground. Fire destroyed about one-third of the play area July 21, 2012. Already, donations are rolling in. From a \$25,000 donation from the Harvego Family (The Firehouse and Ten22 Restaurants) to the contribution from a 7-year-old girl who delivered lemonade stand money in her piggy bank, there has been an outpouring of support to rebuild. Councilmember Cohn and the City Parks and Recreation Department hope to start planning with the community what a new playground would look like very soon in time for a community build in spring 2013. The City is exploring the availability of park funds and has started the process of filing an insurance claim; however, the insurance is expected only to cover the cost of replacing the damaged section. Yet, wood throughout the entire playground has aged and is due for replacement. Restoring the playground may run into the hundreds of thousands of dollars. Councilman Cohn and Parks and Recreation hosted a community meeting on September 6 to obtain feedback about potential rebuilding plans for two rebuild options: (1) a minimum rebuild that would replace what was lost in the fire, plus bring the remaining playground area up to code, along with security and lighting upgrades, or (2) a complete replacement of the entire playground ([see agenda](#)). Early indications from the meeting are that the community favors a complete re-build of the playground. However, Councilman Cohn's office is taking comments through September 28, 2012. Also at the meeting, volunteers signed up to sit on a core steering committee that will begin meeting in October. Their job will be to work on design options and recommendations to bring back to the community and head committees for the rebuild effort. Councilman Steve Cohn, SactoMoFo, and Midtown/Downtown/East Sacramento friends and neighbors are hosting a fun mobile food, live music & beer/wine event to help raise money for rebuilding the recently-destroyed and much-loved McKinley Park playground.

Issue: **Social Media Risk Management**
Program: Public File 2
Date: December 23, 2012

Description: C7 is a management consulting company. They social ecosystems that help clients increase revenue, decrease cost, and accelerate innovation. Every organization needs to think about and be prepared to manage the risks associated with operating in the Digital Era. It doesn't matter whether social media is part of the organization's strategic agenda, or if the organization itself has any digital presence. It also doesn't matter how large the organization is, whether it's for-profit, or which industry or sector it operates in. This is a complex undertaking, and for many business leaders it's virtually impossible to imagine how they're going to find the resources to devote to it, especially in light of ongoing economic challenges and other strategic and tactical priorities. The exponential growth of social networking outlets is posing new threats and challenges to businesses across the globe. With legions of employees using tools such as Facebook, Twitter and YouTube for messaging, blogging, and video posting on a daily basis, social networking has become a genuine risk to the ability of a business to stay productive and protect not only its most proprietary and confidential data, but also its brand. Businesses are feeling the impact from employee social networking communication. Newly emerging issues surrounding social network communication, such as loss of intellectual property, compliance violations, and HR lawsuits, as well as productivity of the workforce all threaten the health of the business causing loss of revenue, reputation and potentially, customers. Corporations today are spending billions of dollars to mitigate such risks from email, instant messaging and other established methods of communication. Recent market research reveals social networking related exposure incidents for US companies have increased to seventeen percent in 2009 from twelve percent in 2008, and is expected to continue to grow. In a separate market research report, twenty four percent of the companies indicated that they have disciplined an employee

KDND-FM
Quarterly Issues Report: 4th Quarter 2012
Public File 2
Sundays, 6:30A-7:00A

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CATEGORY: CRIME (Cont'd)

Issue: **Human Trafficking**
Program: Public File 2
Date: December 30, 2012

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CATEGORY: YOUTH & FAMILY

Issue: **Rebuilding After Arson**
Program: Public File 2
Date: October 14, 2012

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Issue: **Feeding the Hungry in Our Community**
Program: Public File 2
Date: October 21, 2012

Description: Sacramento Food Bank & Family Services is a local, non-profit agency committed to serving individuals and families in need. With a staff of 40 and a volunteer force of over 5,000, Sacramento Food Bank & Family Services provides free emergency goods and services to 15,000 unduplicated men, women and children each month. Sacramento Food Bank & Family Services offers six diverse programs and services at no cost to individuals. SFBFS serves families and individuals in need in Sacramento. Individuals of all ages, genders, races and backgrounds find their way to SFBFS for services. Clients accessing services do not need to provide any financial information to qualify, but must have proof of address to receive goods and services. Sacramento Food Bank & Family Services offers six diverse programs and services which combat hunger, improve literacy, strengthen families, educate youth, foster technological skills, mentor parents, build self-esteem and provide hope. Their supporters and volunteers make their work possible. Since 1976, Sacramento Food Bank & Family Services has shown a commitment to bettering the lives of those in our community.

KDND-FM
Quarterly Issues Report: 4th Quarter 2012
Public File 2
Sundays, 6:30A-7:00A

CATEGORY: YOUTH & FAMILY (Cont'd)

Issue: **Help for People in Danger of Losing Their Homes**
Program: Public File 2
Date: November 25, 2012

Description: Eighteen states, including California, have been designated as "hardest hit," either because they are struggling with unemployment rates at or above the national average or steep home price declines greater than 20 percent since the housing market downturn. The Hardest Hit Fund was created by President Obama to provide targeted aid to families in these states. On June 23, 2010, California received approval to develop four unique foreclosure prevention proposals with Hardest Hit funding. California was ultimately awarded nearly \$2 billion in funds to help at least 100,000 eligible California homeowners avoid preventable foreclosures. California's programs, which are called *Keep Your Home California*, were developed in collaboration with numerous community partners, foreclosure counselors, housing advocates and others directly involved in helping struggling homeowners. Each of the Keep Your Home California programs is designed to address one or more aspects of the current housing crisis by: Helping low and moderate income homeowners retain their homes if they either have suffered a financial hardship such as unemployment; have experienced a change in household circumstance such as death, illness or disability, or are subject to a recent or upcoming increase in their monthly mortgage payment and are at risk of default because of this economic hardship when coupled with a severe decline in their home's value; creating a simple, effective way to get federal funds to assist low and moderate income homeowners who meet one or all of the objective criteria described above. Speed of delivery will be balanced with fulfillment of the specific program's mission and purpose; and creating programs that have an immediate, direct economic and social impact on low and moderate income homeowners and their neighborhoods. No one has easy answers or immediate solutions to California's housing crisis. One step in the right direction, however, is *Keep Your Home California*.

Issue: **Preventing Distracted Teen Driving**
Program: Public File 2
Date: December 2, 2012

Description: The P.A.R.T.Y. program offers high school freshman and sophomore students the opportunity to come and observe the path of an injury survivor from pre-hospital care through rehabilitation. They meet professionals that would care for them in a trauma situation. Paramedics, Emergency Physicians, Nurses and Therapists describe the painful journey of a trauma patient. Facts are presented about head and spinal cord injury and the students have hands-on experience with the equipment used in trauma care and rehabilitation. The most powerful part of the day is the injury survivor presentation. Young people talk frankly about their injuries, the events that lead to the injury and how drastically different their lives are now. Students have the opportunity to ask questions and are able to gain a better understanding of what someone goes through when injured and how the injury impacted their life, as well as their family. This discussion leaves a lasting impression that will help teens make smarter choices at critical times. It is not enough to offer a film or activity that only a few participate in. Interactive, hands on activities need to be available so that students see, feel, hear, smell, touch and experience the program and learn about the fatal and life changing results their actions, choices and behaviors could lead to.

KDND-FM
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Public File 2
Sundays, 6:30A-7:00A

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